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Menus of Merriment 快樂的饗宴

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There's more to the modern theme park than hair-raising rides, vertigo-inducing cable cars and Lego, with many now serving up everything from gourmet burgers and truffle soup to artisan gelato and first-rate French favourites. 今天的主題樂園不僅以刺激的機動遊戲、令人暈眩的纜車和樂高積木等為賣點，許多更加入高級漢堡包、松露湯、手工意大利雪糕和一流法國菜等美食作招徠。 **By Steve Cray**

Menus of 快樂 ● 的 饗 宴 Merriment

Fancy coq au vin with a classy French wine after a rollicking ride on a rollercoaster? It may seem a world away from the traditional hotdog, but many of the world's great theme parks are now offering international haute cuisine and on-trend culinary treats to top off the thrills and spills of a family day out.

"As a theme park that welcomes more than six million guests from all over the world every year, our restaurants and food kiosks offer a diversity of cuisine that caters to different tastes and cultures," says Joseph Leung, Executive Director of Food and Beverage at Ocean Park in Hong Kong. "Chefs make use of diverse cooking styles to present authentic cuisines from various parts of the world and unleash their creativity to prepare a wide range of distinctive dishes."

At Ocean Park, visitors can visit seven themed restaurants and more than 40 food kiosks, each unique in its own way. "We strive to offer a variety of choices for our guests. Different outlets cater different needs. For instance, guests looking for quick-filling options are offered a range of grab-and-go light treats at our food kiosks. Those hoping to sit down and have a pleasant meal can dine out at Neptune's Restaurant, enjoying a fine dining experience. When we design menus, we take into consideration the nature of different outlets and the purposes they serve to decide what types of food we offer," adds Leung.

Having a wide range of dining options and menu items is key. Walt Disney World Resort's Epcot theme park in Florida has no fewer than 51 food and beverage outlets and is consistently lauded for offering some of the best food in the entertainment-park business. With fare from the US, Canada, Mexico, Morocco, the UK, France, Norway, Germany, Italy, China and Japan, it is best known for its Chefs de France restaurant that serves up authentic brasserie-style French cuisine targeted at an international audience.

"When designing our menu, we look for the best produce available. We try to appeal to all cultures while still remaining as traditional as possible," says Jérôme Bocuse, President of JBI, LLC, the company that operates Chefs de France. The menu includes French favourites such as French Onion Soup, Beef Bourguignon and Crème Brûlée.

令人心跳加速的過山車之旅結束後，來一客法式紅酒燉雞配上等法國佳釀壓壓驚如何？傳統上，想到主題樂園，就會想到熱狗，但現時全球許多大型主題樂園已紛紛引入世界各地的精緻佳餚和潮流美食，讓到樂園度假的客人，不但可以享受一天緊張刺激的遊戲，也可以獲得口腹上的滿足，為旅程錦上添花。

香港海洋公園餐飲業務執行總監梁啟誠表示：「公園每年接待超過600萬名來自世界各地的旅客，園內的餐廳和小食亭因此需要提供各式各樣的餐飲膳食，滿足不同的口味和文化。我們的廚師除了善用各種烹飪風格，呈現世界各地的地道菜式之外，也會發揮創意，為遊人準備各種不同的特色佳餚。」

海洋公園內共有七間各具特色的主題餐廳及逾40個小食亭。梁啟誠續道：「我們努力為遊人提供各種選擇，不同的食肆應付不同的需要。舉例說，求快的遊人可以在小食亭買到多種適合邊走邊吃的小食；想要坐下來輕鬆用膳的人，則可以到海龍王餐廳享用精心烹調的佳餚。我們設計餐單時也會考慮不同食肆的性質及目的，然後才決定推出哪類食物。」

提供廣泛的餐飲和菜式選擇極受主題樂園重視。位於佛羅里達迪士尼樂園度假區內、素以優質美食享譽業界的Epcot主題樂園，就至少有51間餐廳食肆，網羅美國、加拿大、墨西哥、摩洛哥、英國、法國、挪威、德國、意大利、中國及日本等地的美食佳餚。在這些餐廳之中，供應地道法式小館菜式的Chefs de France最享負盛名。

Chefs de France的餐牌上有洋蔥湯、紅酒燉牛肉、焦糖燉蛋等經典法式佳餚。餐廳母公司JBI, LLC總裁Jérôme Bocuse表示：「我們設計餐單時，會考慮有哪些當季的時令優質農產品。我們嘗試滿足文化背景各不相同的旅客，同時盡量保持傳統。」





This page, clockwise from top: Sweet treats at Les Halles Boulangerie Patisserie at Epcot; Tail Spin Diner's gourmet burgers made with the finest British beef; Pizzolino food truck

for fresh, rustic pizza, both at Dreamland Margate; Legoland Dubai; Brown Derby Cobb Salad at Hollywood Studio's Hollywood Brown Derby

本頁左上圖起順時針：Epcot主題樂園Les Halles Boulangerie Patisserie 餐廳的甜品；Dreamland Margate樂園內的Tail Spin Diner餐廳以頂級英國牛肉炮製的美味漢堡包，以及售賣新鮮薄餅的Pizzolino餐車；杜拜樂高樂園；荷李

活影城Hollywood Brown Derby餐廳的招牌菜Brown Derby Cobb沙律

At Legoland Dubai, an international selection of culinary delights is also available. "If we had to use one word to describe our offering, it would be diverse," says Carles Colome Grau, the theme park's executive chef. "Dubai is a multicultural city. When we designed the menus, we had to ensure we could cater for the hundreds of nationalities that not only call Dubai home, but also visit daily." Yet it is a local dish that is star of the show. "Our star dish is the lamb makhboush. It is a traditional local lamb stew cooked with rice, served at Market Restaurant, and is very popular." This shows that while there is a need to cater internationally, local flavours are often appreciated by visitors as a showcase of a nation's or locale's cuisine.

Ocean Park has taken this into consideration with its Old Hong Kong attraction – an immersive walk-through area featuring streetscape and architectural styles of the city from the 1950s to the 1970s – where visitors can feast on local delicacies such as Chinese herbal tea, poached egg with tea, egg waffles and fish balls made from sustainably-sourced seafood.

Disney theme park Hollywood Studios in California also showcases local, traditional fare at its Hollywood Brown Derby restaurant, one of 24 food and beverage outlets at the park. It specialises in authentic American cuisine, recreating dishes from the original Brown Derby restaurant, which opened in Los Angeles in 1926. Here, the Cobb salad is one of the menu highlights. "This salad was iconic before it was even on the menu at the Disney recreation of the historic California restaurant," says Chef de Cuisine Craig Schleider. "As the story goes, Brown Derby owner Bob Cobb tossed the first version as a late-night snack for a Tinseltown movie star. The Disney version sticks to the original, with finely chopped greens, turkey breast, eggs, blue cheese, bacon and avocado."

Whether it is international cuisine or local specialities that make it onto a theme park's menu, ensuring food is good quality is key. It is something that can easily be compromised given a theme park's high turnover, but is increasingly on the radar of chefs and their teams. At Legoland Dubai, for example, Grau says, "We have a very well trained staff and equipped restaurants to ensure we deliver the best food and service. Daily trainings and consistency are the keys."

"In order to maintain the food quality with the high turnover we must implement the right processes, and chef's training is essential," agrees Bocuse. "Training begins with the basics of cooking techniques as well as following food safety guidelines."

Ocean Park is dedicated to providing visitors with outstanding dining experiences. In a new Higher Diploma in International Theme Park and Event Management programme launched by the International Culinary Institute and supported by Ocean Park, students are encouraged to learn about catering operations and culinary skills as part of the course, highlighting how important this is to fully understanding theme park operations.

While there is emphasis on quality, ensuring that visitors can order what they want is another aspect that theme parks are placing high on their list of priorities, and having access to healthier options is one important consideration. "I have found over the years that when you visit a theme park, all you get is not-so-healthy food," says Grau. "We want to ensure we have a big variety to cater for all allergens and diets."

☞ If we had to use one word to describe our offering, it would be diverse
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那就是百花齊放 ☞
– Carles Colome Grau

杜拜樂高樂園也供應世界各地的菜式，行政總廚Carles Colome Grau表示：「如果要用一個詞語來概括我們的餐飲供應，那就是百花齊放。杜拜是多元文化城市，我們設計菜式時，必須確保可以滿足來自數以百計不同種族的人，包括當地居民及日常到訪的旅客。」不過樂園最受歡迎的始終是地道佳餚，「我們的招牌名菜是由Market餐廳供應的傳統羊肉香料飯，很多客人點選。」由此可見，儘管主題樂園有必要提供各地菜式，但遊客一般比較欣賞能夠反映國家和地方特色的本土菜餚。

海洋公園的「香港老大街」正是以本土特色小吃招徠，這個以1950至70年代的香港街景及經典建築為主題的景點，售賣涼茶、茶葉蛋、雞蛋仔以及符合可持續發展原則捕獲的海鮮製造的魚蛋等。

位於加州的迪士尼樂園「荷李活影城」有24間餐廳，其中The Hollywood Brown Derby同樣以傳統本地美食為賣點，供應地道美式佳餚。餐廳以1926年開業的洛杉磯老店Brown Derby命名，並重現其招牌菜式如Cobb沙律等。主廚Craig Schleider說：「早於迪士尼重開這間歷史悠久的加州餐廳以前，Cobb沙律已是經典名菜。據說，這原是Brown Derby東主Bob Cobb為一位荷李活影星做的宵夜小吃。迪士尼的Cobb沙律忠於原版，材料仍然是切成小塊的蔬菜、火雞胸肉、雞蛋、藍芝士、煙肉及牛油果。」

不管是國際菜式還是本地美食，最重要的還是確保食物的質素。主題樂園要應付流動迅速的大量遊客，很容易就會在品質上妥協，但樂園裡的廚師和助手對食物的品質控制已越來越警惕。以杜拜樂高樂園為例，Grau表示：「我們的員工訓練有素，餐廳設備優良，可以確保提供最優質的食物和服務。日常訓練和穩定性相當重要。」

Bocuse深有同感，他表示：「在人客川流不息的情況下，如果想保持食物質素，就必須實施正確程序。廚師的訓練當然不可或缺，除了廚藝，遵守食物安全指引也是訓練的一部分。」

海洋公園也致力確保遊人擁有美好的飲食體驗，在其與國際廚藝學院攜手推出的新課程「國際主題樂園及項目管理高級文憑」中，餐飲營運及廚藝亦是學員必修內容之一，可見要掌握主題樂園營運的全面知識，這也是不可或缺的一環。

強調食物質素之餘，確保遊客吃到想吃的東西也一樣重要，而提供健康膳食也是主題樂園的首要考慮之一。Grau解釋：「我憑多年的經驗發現，在主題樂園吃到的東西都不太健康。因此，我們希望能提供多元化的美食，滿足有食物敏感和有不同飲食需要的人士。」

食客日益關心食物來源，對可持續發展的關注也持續提升。對設有海洋生物展館的主題樂園如海洋公園等來說，這是必須正視的議題。梁啟誠表示：「我們作為

Being mindful of what they eat, diners are becoming more aware of sustainability issues, too. In a theme park where sealife is exhibited in attractions, such as Ocean Park, it is essential that these issues are addressed. “As a leading conservation advocate, we began to offer sustainable seafood dishes in 2009,” says Leung. “Our restaurants provide menus that echo the key conservation messages delivered in animal exhibits and educational programmes and use only sustainably-sourced seafood.”

A reflection of other global culinary trends can be seen at theme parks, too. Street food is having its moment in the spotlight, and at Dreamland Margate in the UK, which recently underwent a £25 million (HK\$250million) refit, the focus is on just that. While the rides hark back to Dreamland’s early days, the food is “altogether more contemporary, with vendors inspired by London’s booming street-food culture, offering a changeable feast of cuisines ranging from wood-fired pizza to Mexican tacos”.

Whatever the meal, it’s about making it memorable to keep people coming back. “Our biggest satisfaction is the enjoyment of our guests. For a vast majority of them this is one of their first experiences with French cuisine and we want to entice them for some more,” says Bocuse.

Hollywood Brown Derby strives to create unforgettable moments with a memorable drinks list. “Our beverage philosophy is to keep the menu exciting,” says Schleider. “We give guests options that represent many different wine regions of the world, but we focus mostly on California wines, being The Hollywood Brown Derby. We try to stay away completely from product that one can find in supermarkets. We feature many themed wines that are associated with Hollywood stars or movies as well as speciality cocktails named after stars. This all gives our guests something to remember that made their dining experience extra special.”

Fresh, new experiences and seasonal events can draw return visitors as well as a different crowd. Ocean Park offers Halloween-themed dishes and Midsummer Breeze menus, the latter designed, for example, to help guests beat the heat when they visit at the height of summer. A recent innovation is the Chill Out @ The South culinary fiesta that took place in March and April this year. “This is an opportunity to indulge one’s senses and taste some of the finest cuisines and beverages from around the world, whilst experiencing a variety of spectacular entertainment at one of Hong Kong’s popular theme parks,” says Vivian Lee, Executive Director of Business Development and Education at Ocean Park. “We immersed guests in fine food presented by award-winning and Michelin-starred restaurants and chefs. To complete the experience, we arranged wine tasting workshops, wine pairing lessons and cooking demonstrations for our guests,” Lee added.

Choice, innovation and the ability to offer something unique drive visitors’ enjoyment and likelihood to return. “Giving our guests the chance to choose from a different selection is an important factor,” says Grau. “People visit Legoland Dubai from all around the world to have an awesome experience. Our variety of food options complements their experiences and keeps them returning again and again.”

It seems that increasingly theme park patrons will not only be heading home with tales of rollicking rollercoasters and hair-rising rides, but also of refined dining experiences and creative culinary exploits. 🍷

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客人開心地享受食物，是我們最快樂的事。對許多客人來說，這是他們第一次品嚐法國菜，我們希望他們可以因此喜歡上法國菜 🍷
– Jérôme Bocuse

環保先鋒，早在2009年已開始供應環保海鮮菜式。公園的餐單都與園內的動物展館和教育項目所傳達的主要保育訊息互相呼應。園內餐廳及小食亭亦只會選用環保海鮮食材。」

主題樂園的餐飲趨勢也深受全球的美食潮流影響。街頭美食目前正大行其道，位於英國的Dreamland Margate主題樂園不久前耗資2,500萬英鎊（約2.5億港元）翻新設施，街頭美食正正是這次裝修的焦點之一。雖然Dreamland的機動遊戲回到樂園早期的模樣，但樂園供應的食物卻「富有當代特色，營運者從倫敦蓬勃的街頭美食文化取材，提供變化多端的食物，如柴火燒烤的薄餅和墨西哥玉米卷等。」

不論什麼餐飲，重點是要客人留下印象，吸引他們再次光臨。Bocuse說：「客人開心地享受食物，是我們最快樂的事。對許多客人來說，這是他們第一次品嚐法國菜，我們希望他們可以因此喜歡上法國菜。」

Hollywood Brown Derby餐廳以別出心裁的酒單讓客人留下難忘回憶。Schleider解釋：「我們挑選飲品時的重點是保持酒單多姿多采，為客人提供世界各地不同酒區的選擇，但我們畢竟是以荷李活命名的加州餐廳，酒單的重點當然要放在加州佳釀身上，同時亦提供許多與荷李活影星和電影有關的主題葡萄酒及以明星命名的雞尾酒。我們亦盡量不進在超級市場有售的產品。這樣的酒單可以讓客人留下深刻印象，製造獨特的用餐體驗。」

嶄新的體驗和節慶活動不但可以吸引舊客重遊，也能開拓新客源。海洋公園的萬聖節主題菜式，以及專為炎夏而設、為遊人消暑解熱的盛夏美食狂熱餐單就是好例子。今年3至4月舉辦的Chill Out @ The South美酒佳餚盛會也非常創新，海洋公園業務拓展及教育執行總監李玲鳳表示：「遊人既可於香港其中一個最受歡迎的主題樂園觀賞精彩的娛樂節目，同時也可以盡情品嚐世界各地的美酒佳餚，這樣的機會十分難得。我們除了請來得獎無數的餐廳和米芝蓮星級廚師為遊人炮製美食，還安排了品酒課堂、餐酒搭配工作坊及烹飪示範等。」

豐富的菜餚選擇及充滿創意和與別不同的美食均可以提升訪客的興致，促使他們故地重遊。「為客人提供各種各樣的美食舉足輕重，世界各地旅客是為了尋找精采刺激的體驗而來到杜拜樂高樂園，我們豐富的食物選擇可以讓整個體驗更圓滿，吸引他們一次又一次回來。」Grau如是說。

看來以後暢遊主題樂園之後，不僅會對過山車等驚險刺激的機動遊戲留下難忘回憶，也會對精緻的佳餚和充滿創意的美食留下深刻印象。🍷



This page, clockwise from right: Dining al fresco at Hollywood Brown Derby; Pan-seared Black Grouper at Hollywood Brown Derby; visitors enjoy the Pop & Rock Beer Fest as part of Ocean Park’s culinary fiesta; Ocean Park’s Chill Out @ The South

本頁右圖起順時針：Hollywood Brown Derby餐廳的戶外用餐區及煎黑石斑；遊人在香港海洋公園的「Chill爽啤酒音樂夜」開懷暢飲；海洋公園Chill Out @ The South美酒佳餚盛會



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